# STASSEN BULB SALES PLAN

MORE ECONOMICAL... MORE EFFICIENT AND MORE CONVENIENT THAN EVER BEFORE... STASSEN BULBS

Featuring STREAMLINED SELLING . . ... Direct from Your Own Catalog. S. Department of Agriculture

RARY ECEITED ★ SEP8 1958

Each year, more and more progressive dealers become steady purchasers of HOLLAND BULBS through the STASSEN BULB SALES PLAN. Why? Because it is the simplest, most convenient and most profitable method . . . you require only the smallest possible overhead, eliminating left-over stock . . . because you are sure of good profits and, better yet, FULL PROFITS not dissipated by time, waste, or expense.

### YOUR OWN FALL 1958 CATALOG in Full Color

Specially prepared by Stassen, this sales-making catalog is well illustrated in true color. All Tulip, Daffodil, Hyacinth, and other Holland bulbs are proved best sellers. The retail prices as quoted in this catalog are truly competitive and compare very favorably with other leading bulb houses! Stassen makes these catalogs available to you with your own name and address imprinted exclusively on the cover!

### Nurserymen, Landscapers!

We suggest keeping a supply of catalogs handy to assist you in making planting suggestions to your customers. We can ship your bulb orders booked to your specifications, to avoid needless stock. You can draw your requirements as you need them from the beginning of September to the end of November.

### Florists, Seed and Garden Supply Stores!

Display the colorful catalog in your store. Have a supply on hand of the fastest-selling varieties of bulbs in bulk, or in the convenient VISU-PAKS. Full-color reproductions of paintings of Tulips, Daffodils, etc., colorful bin cards, streamers and planting instructions are also supplied at no cost.

### Best Quality Bulbs . . . . Top Sellers All

Stassen provides you with the best bulbs obtainable and at truly competitive prices. Our wide experience has taught us to know the exact top-quality size for each class and variety of bulbs and just what size will produce the best possible flowering results for garden planting. The va-rieties offered in the catalog are all TOP SELLERS ONLY . . . tested varieties that will give you satisfied customers.

## DEALER'S 50%

Your discount is 50% off the retail catalog prices on bulb orders shipped to your address. Delivery f.o.b. Roslyn, N.Y.

## Mail Order Service

Holland bulbs have for years been a practical type of merchandise to sell by mail. The Stassen Plan is particularly adapted to this method of selling. Even if you do not have any experience or knowledge of Holland bulbs, your valuable mailing list will bring you additional returns by offering bulbs through the retail bulb catalog we have prepared for you.

This catalog folds to a self-mailer to take the minimum postage. An order blank is printed on the last page for easy ordering.

### HOW THE MAIL ORDER SERVICE WORKS

Distribute your Retail Bulb Catalog to your customers and prospects.

When you receive the orders from the catalog, merely send a copy of the order with your shipping label containing customer's name and address to STASSEN. We pack and ship your orders promptly under YOUR LABEL direct to your customer, no matter how large or small the order. All orders are shipped PREPAID. Stassen pays the postage or expressage.

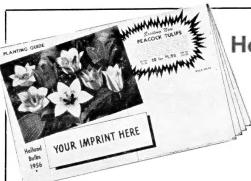
Shipping season is from the beginning of September to the end of November.

Your customers will be satisfied because only firstquality, sure-to-bloom bulbs are selected and shipments are handled by experts.

Planting instructions are included with every ship-

## 40% DISCOUNT

You earn 40% profit of the total retail value of the orders. You will be invoiced after shipments have been made for 60% of the total retail order amounts. There will be no additional charges, as Stassen pays for all handling and transportation charges.



Here is Your Own STREAMLINED CATALOG

IMPRINTED WITH YOUR NAME AND ADDRESS

\$65.00 per 1000 Copies \$36.00 for 500 Copies

WITHOUT IMPRINT \$7.50 per 100 Copies

(Folds to  $6^{1/4} \times 9^{1/2}$  in.)

This year, the 6-page full-color catalog is also offered as a Planting Guide including sales-provoking information. A "Single Price" policy, covering most named varieties, simplifies ordering and should increase unit sales.

You'll find this catalog designed for your own use—just the thing for handing out to visitors, enclosing with orders, etc., as well as for customer mailings, giving you double value for less money.

## NET WHOLESALE PRICE LIST

DARWIN THURS	Not WI	holesale	NOVELTY TULIPS. Net W	Vholesale
DARWIN TULIPS Top Quality Selected 12 cm. up	Pric Rosty	e f.o.b. yn, N.Y.	Top Quality Pric Rosly	e f.o.b. n, N. Y.
ADVANCE. (Cottage.) Orange-scarlet	100	1000 \$45 <b>.00</b>	QUEEN OF SHEBA. (Lily-fl.) Brown-red, yellow border.\$9.50	1000 \$9 <b>0.00</b>
AMERICAN FLAG. Red and white.		67.50	VAN DYCK. (Parrot.) Pure pink	80.00
ARISTOCRAT. Dark rose		47.50	VAN DION: (1 anot.) Ture pink	00100
BLUE PERFECTION. Violet-blue	5.00	45.00	FARLY ELOWERING CINCLE THURS	
CHAPPAQUA. (Cottage.) Violet-rose	5.25	47.50	EARLY-FLOWERING SINGLE TULIPS	
CHINA PINK. (Lily-fl.) Satin-pink	5.00	45.00	Selected. 11/12 cm.	
CLARA BUTT. Salmon-pink		45.00	BRILLIANT STAR. Red 5.50	50.00
DORRIE OVERALL. Petunia-violet  DUKE OF WELLINGTON. Pure white	6.25	47.50 57.50	GENERAL DE WET. Orange 6.50	60.00
ECLIPSE. Blood-red.		62.50	GOLDEN MASCOT. Pure yellow 5.00	45.00
FLAMING BEAUTY. (Cottage.) Yellow and red		47.50	KEIZERSKROON. Red with yellow edges 5.50	50.00
GOLDEN HARVEST. (Cottage.) Pure yellow		37.50	PINK BEAUTY. Deep rose 6.50	60.00
INSURPASSABLE. Lavender	4.75	42.50	WHITE HAWK. Pure white 6.00	55.00
MAMASSA. Yellow		42.50	MIXTURE 4.25	37.50
MONTGOMERY. White with red		52.50		
MRS. JOHN SCHEEPERS. (Cottage.) Yellow		50.00	EARLY-FLOWERING DOUBLE TULIPS	
NEW ORLEANS. Wine-red		42.50 45.00	Selected. 11/12 cm.	
NIPHETOS. Ivory-yellow		60.00	ELECTRA. Claret-red	45.00
QUEEN OF THE NIGHT. Black.		40.00	MR. VAN DER HOEFF. Pure yellow 5.50	50.00
RED MATADOR. Orange-scarlet.		50.00	ORANGE NASSAU. Blood-red, edged orange 5.50	50.00
RED PITT. Bright red		42.50	PEACH BLOSSOM. Deep rose-pink	55.00
ROSY WINGS. (Cottage.) Watermelon-pink	6.25	57.50	SCHOONOORD. Snow-white	60.00
<b>ROYAL BABY.</b> (Lily-fl.) White, edged red		47.50	MIXTURE 5.25	47.50
SCARLET LEADER. Scarlet-red		47.50		
SMILING QUEEN. (Cottage.) Pink		57.50		
SUNKIST. Golden yellow		45.00 47.50	HYACINTHS. Exhibition. 18/19 cm.	100
THE PEACH. Bright pink		47.50	BISMARCK. Clear blue\$1.55	\$13.50
ZWANENBURG. White		50.00	CARNEGIE. Snow-white	16.00
RAINBOW MIXTURE.	4.75	42.50	CITY OF HAARLEM. Pure yellow 1.80	16.00
			<b>JAN BOS.</b> Bright red <b>1.70</b>	15.00
DARWIN HYBRIDS. Top Quality. 12 cm. up			LADY DERBY. Light pink	15.00
APELDOORN. Orange-scarlet	0.00	85.00	<b>OSTARA.</b> China-blue	13.50
GUDOSCHNIK. Yellow, reddish spots		115.00	PERLE BRILLIANT. Light blue	13.50
HOLLAND'S GLORY. Brilliant scarlet.		92.50	PINK PEARL. Deep pink	15.00
UNIT OF 18 "N-4" TULIPS \$1.70				
			GARDEN HYACINTHS. 15/16 cm. 100	1000
PARROT TULIPS. Top Quality. Selected 12 cr	n. un		PURE WHITE\$9.75	\$92.50
BLACK PARROT. Black	•	42.50	CLEAR PINK 9.25	87.50
BLUE PARROT. Bright violet		40.00	LIGHT BLUE 8.00	75.00
FANTASY. Pink		47.50	DARK BLUE 8.00	75.00
FIREBIRD. Red	5.25	47.50	BRIGHT RED 9.25	87.50
ORANGE FAVORITE. Orange	4.75	42.50	SOFT YELLOW 9.25	87.50
TEXAS GOLD. Yellow	5.00	45.00	MIXED COLORS 8.00	75.00
REMBRANDT TULIPS. Mixed colors	5.75	52.50		
			MAMMOTH HYACINTHS to grow on water in LUXOS	
DOUBLE BEOMY THURS To Dunling 10 a			PINK, BLUE, WHITE 3 bulbs and 3 Luxos \$1.90	
DOUBLE PEONY TULIPS. Top Quality 12 c			, , , , , , , , , , , , , , , , , , , ,	
EROS. Old-rose		57.50	CDOCUS T. O. III. O/10	
GERBRAND KIEFT. Maroon-red, edged white MOUNT TACOMA. Pure white		47.50 52.50	CROCUS. Top Quality. 9/10 cm.	
NIZZA. Yellow and red		57.50	EARLY PERFECTION. Deep purple\$2.00	
SYMPHONIA. Cherry-red		47.50	REMEMBRANCE. Bright blue 2.00	17.50
Carrier Carrie			<b>SNOWSTORM.</b> Snow-white	22.50
BOUQUET TULIPS. Top Quality			STRIPED BEAUTY. Purple striped 2.00	17.50
			YELLOW MAMMOTH. Golden yellow 1.50	12.50
GEORGETTE. Pure yellow, red border		95.00	MIXED COLORS	12.50
MONSIEUR MOTTET. Creamy white, flushed rose RADIANT RED. Brilliant red		52.50 55.00		
RADIANI RED. Diffinant red	0.00	33.00	HARDY AMARYLLIS. Top Quality 10	100
			LYCORIS. Pink	\$12.50
BOTANICAL TULIPS. Top Quality			LYCORIS RADIATA. Red90	7.00
CLUSIANA. Red and white		60.00	LYCORIS AUREA. Yellow	12.50
EICHLERI MAX. Scarlet		65.00	1.30	12.50
KAUFMANNIANA. Water-lily Tulips. Creamy yellow	V 0.25	77.50	Prepared DUTCH AMARYLLIS. 24/26 cm.	
and red	9.75	92.50	VIVID RED	
RED EMPEROR TULIPS. Vermilion-red		62.50	PURE WHITE 16.50	
mirri mirror - white or y common red			10.30	

These wholesale prices represent the 50% discount off the retail prices of the 100-unit rate as listed in the retail catalog. The quoted 1000-unit rate reflects a much greater discount than 50%.

DAFFODILS - NARCISSUS	Pric	holesale e f.o.b.
Double Nosed	Hosiy	n, N. Y. 1000
ACTEA. (Red-cupped.) White perianth, scarlet eye		\$67.50
CHEERFULNESS. (Double.) White	7.00	65.00
FLOWER CARPET. (Trumpet.) Yellow	12.50	120.00
<b>FORTUNE.</b> (Red-cupped.) Yellow perianth, orange crown	7.75	72.50
GERANIUM. (Bouquet.) White	7.00	65.00
GOLDEN HARVEST. (Trumpet.) Gigantic vellow	12.00	115.00
KING ALFRED. (Trumpet.) Yellow	7.50	70.00
LADY KESTEVEN. (Red-cupped.) White perianth,		
MOUNT HOOD. (Trumpet.) Pure white	8.50	80.00
MRS. R. O. BACKHOUSE. (Red-cupped.) The Pink	8.00	75.00
Danodii	7.75	72.50
MUSIC HALL. (Trumpet.) White perianth vellow		12.50
trumpet	7.75	72.50
SCARLET ELEGANS. (Red-cupped.) Yellow perianth,		
cup orange-scarlet <b>TEXAS.</b> (Double.) Pale yellow and orange-red petals	7.75	72.50
THALIA. (Bouquet.) White	7.50	70.00
		125.00
PAPER-WHITE NARCISSUS	7.00	67.50
GOLDEN TRUMPET DAFFODILS for Naturalizing	3.40	30.00
RED-CUPPED NARCISSUS for Naturalizing	3.15	27.50
DOUBLE and BOUQUET NARCISSUS for Naturalizing	3.25	29.00
ALL TYPES MIXED for Naturalizing	3.20	28.50
DUTCH IRIS. Top Quality	100	1000
GOLDEN HARVEST. Deep yellow. 7/8 cm	1.85	\$16.00
IMPERATOR. Deep blue. 7/8 cm	1.75	15.00
<b>WEDGWOOD.</b> Azure-blue. 8/9 cm	1.50	12.50
9/10 cm	2.25	20.00
	1.85	16.00
MIXED. 6/7 cm	1.25	11.00
Luire		
LILIES. Top Quality	10	100
CANDIDUM. Madonna Lily. White	1.90	\$16.50
FIRE KING. Bright fire-red, inside spotted SPECIOSUM RUBRUM. Frosted white, suffused pink	4 00	37.50
Trosted write, suffused pink	2.50	22.50

HERALDS OF SPRING.	Price	holesale f.o.b.
Top Quality	Roslyn, 100	N. Y.
ANEMONE DE CAEN. Mixed colors		\$15.00
CHIONODOXA. Sky-blue		9.00
FRITILLARIA MELEAGRIS. Mixed	1.65	14.00
GRAPE HYACINTHS, BLUE		9.00
GRAPE HYACINTHS, WHITE	2.25	20.00
IRIS RETICULATA. Purple	1.75	15.00
PUSCHKINIA LIBANOTICA. White and green stripes.	1.25	10.00
SCILLA CAMPANULATA, BLUE, PINK, WHITE of		
MIXED	2.25	20.00
SCILLA SIBIRICA. Blue SquilI	1.65	14.00
SNOWDROPS. White	3.00	27.50
WINTER ACONITES. Yellow	1.95	17.00
HERALDS OF SPRING MIXTURE	1.35	11.00
COLLECTIONS		
COLLECTIONS		
	Each	10
TRIAL COLLECTION 10 RED EMPEROR TULIPS and		
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS	\$1.00	\$9.50
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS UNIT 18 "N-4" TULIPS of next decade	\$1.00	\$9.50 16.15
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS UNIT 18 "N-4" TULIPS of next decade	\$1.00 1.70	\$9.50 16.15 27.55
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS UNIT 18 "N-4" TULIPS of next decade	\$1.00 1.70 2.90 5.35	\$9.50 16.15 27.55 50.80
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS.  UNIT 18 "N-4" TULIPS of next decade	\$1.00 1.70 2.90 5.35 3.50	\$9.50 16.15 27.55 50.80 33.25
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS  UNIT 18 "N-4" TULIPS of next decade	\$1.00 1.70 2.90 5.35 3.50 r1.50	\$9.50 16.15 27.55 50.80 33.25 14.25
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS.  UNIT 18 "N-4" TULIPS of next decade.  A. 50 DARWIN TULIPS in 10 varieties.  AA. 100 DARWIN TULIPS in 10 varieties.  B. 60 MAY-FLOWERING TULIPS in 12 varieties.  C. 15 DARWIN HYBRIDS & NOVELTY TULIPS in 5 varieties.  D. 30 PARROT TULIPS in 6 varieties.	\$1.00 1.70 2.90 5.35 3.50 rr1.50	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS.  UNIT 18 "N-4" TULIPS of next decade.  A. 50 DARWIN TULIPS in 10 varieties.  AA. 100 DARWIN TULIPS in 10 varieties.  B. 60 MAY-FLOWERING TULIPS in 12 varieties.  C. 15 DARWIN HYBRIDS & NOVELTY TULIPS in 5 value.  D. 30 PARROT TULIPS in 6 varieties.  E. 15 BOUQUET TULIPS in 3 varieties.	\$1.00 1.70 2.90 5.35 3.50 rr1.50 1.60	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS.  UNIT 18 "N-4" TULIPS of next decade.  A. 50 DARWIN TULIPS in 10 varieties.  AA. 100 DARWIN TULIPS in 10 varieties.  B. 60 MAY-FLOWERING TULIPS in 12 varieties.  C. 15 DARWIN HYBRIDS & NOVELTY TULIPS in 5 va.  D. 30 PARROT TULIPS in 6 varieties.  E. 15 BOUQUET TULIPS in 3 varieties.  F. 25 PEONY TULIPS in 5 varieties.	1.70 2.90 5.35 3.50 1.50 1.60	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS.  UNIT 18 "N-4" TULIPS of next decade.  A. 50 DARWIN TULIPS in 10 varieties.  AA. 100 DARWIN TULIPS in 10 varieties.  B. 60 MAY-FLOWERING TULIPS in 12 varieties.  C. 15 DARWIN HYBRIDS & NOVELTY TULIPS in 5 va.  D. 30 PARROT TULIPS in 6 varieties.  E. 15 BOUQUET TULIPS in 3 varieties.  F. 25 PEONY TULIPS in 5 varieties.  G. 20 BOTANICAL TULIPS in 4 varieties.	\$1.00 1.70 2.90 5.35 3.50 r1.50 1.60 1.60	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20 15.20
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS.  UNIT 18 "N-4" TULIPS of next decade.  A. 50 DARWIN TULIPS in 10 varieties.  AA. 100 DARWIN TULIPS in 10 varieties.  B. 60 MAY-FLOWERING TULIPS in 12 varieties.  C. 15 DARWIN HYBRIDS & NOVELTY TULIPS in 5 va.  D. 30 PARROT TULIPS in 6 varieties.  E. 15 BOUQUET TULIPS in 3 varieties.  F. 25 PEONY TULIPS in 5 varieties.  G. 20 BOTANICAL TULIPS in 4 varieties.  H. 50 MARCH to MAY FLOWERING TULIPS in 5 types	. \$1.00 . 1.70 . 2.90 . 5.35 . 3.50 r. 1.50 . 1.60 . 1.60 . 1.60 . 2.10	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20 19.95
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS UNIT 18 "N-4" TULIPS of next decade	. \$1.00 . 1.70 . 2.90 . 5.35 . 3.50 r. 1.50 . 1.60 . 1.20 . 1.60 . 2.10 . 2.00	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20 15.20
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS  UNIT 18 "N-4" TULIPS of next decade	. \$1.00 . 1.70 . 2.90 . 5.35 . 3.50 r. 1.50 . 1.60 . 1.60 . 2.10 . 2.00	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20 19.95
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS UNIT 18 "N-4" TULIPS of next decade  A. 50 DARWIN TULIPS in 10 varieties AA. 100 DARWIN TULIPS in 10 varieties B. 60 MAY-FLOWERING TULIPS in 12 varieties C. 15 DARWIN HYBRIDS & NOVELTY TULIPS in 5 va. D. 30 PARROT TULIPS in 6 varieties E. 15 BOUQUET TULIPS in 3 varieties F. 25 PEONY TULIPS in 5 varieties G. 20 BOTANICAL TULIPS in 4 varieties H. 50 MARCH to MAY FLOWERING TULIPS in 5 types J. 20 TRUMPET DAFFODILS in 4 varieties. K. 27 RED-CUP, DOUBLE and BOUQUET NARCISSUE in 9 varieties. L. 100 DAFFODILS-NARCISSUS for NATURALIZING	. \$1.00 . 1.70 . 2.90 . 5.35 . 3.50 . 1.60 . 1.20 . 1.60 . 2.10 . 2.00 . 2.35 . 3.25	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20 19.95 19.00
TRIAL COLLECTION 10 RED EMPEROR TULIPS and 25 BLUE GRAPE HYACINTHS  UNIT 18 "N-4" TULIPS of next decade	. \$1.00 . 1.70 . 2.90 . 5.35 . 3.50 . 1.60 . 1.20 . 1.60 . 2.10 . 2.00 . 2.35 . 3.25 . 2.35	\$9.50 16.15 27.55 50.80 33.25 14.25 15.20 11.40 15.20 19.95 19.00 22.30

## DISPLAY CASES of Exhibition Bulbs "Direct from Holland"

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To dealers who have limited space available for the display of bulbs, we suggest one or more of the practical imported DISPLAY CASES illustrated below. The case has 10 compartments. Each compartment is filled in Holland with specially selected bulbs—excellent in size, quality and appearance.

Just lift the hinged cover of the case and you have a ready-made display of the finest-looking Holland bulbs. Bulbs displayed in this manner sell on sight.

Pictures in natural colors of each variety displayed are attached to the cover. Additional advertising material is also enclosed.



### **DISPLAY CASE "X" \$52.50**

3 MAMMOTH HYACINTHS and 3 LUXO VASES ... 1.90 18.05

30 GARDEN HYACINTHS in 6 colors...

Contains 1250 Exhibition Tulips
125 Darwin BARTIGON. Red
125 Darwin BLEU AIMABLE. Blue
125 Darwin GOLDEN HARVEST.
Yellow
125 Darwin QUEEN OF THE
NIGHT. Black

NIGHT. Black 125 Darwin ZWANENBURG. White

125 Cottage MARGARET ROSE. Yellow and red

125 Cottage SMILING QUEEN. Pink

125 Dbl. Peony NIZZA. Yellow

125 Parrot FANTASY, Pink

125 RED EMPEROR Tulips

Value \$56.25 **YOUR COST \$52.50** (including display case)

### DISPLAY CASE "Y" \$35.00

### Contains:

50 Hyacinths White 16/17

50 Hyacinths Pink

50 Hyacinths Blue

50 Hyacinths Yellow

50 Hyacinths Red

40 Daffodils KING ALFRED. Yel-

40 Daffodils MOUNT HOOD.
White
40 Daffodils CHEERFULNESS.

Double 250 BLUE GRAPE HYACINTHS 250 CROCUS, Mixed Colors

Value \$38.90 YOUR COST \$35.00 (including display case)

### DISPLAY CASE "Z" \$47.50

Contains:

125 Darwin BARTIGON, Red

125 Darwin BARTIGON. Red
 125 Darwin GOLDEN HARVEST. Yellow
 125 Darwin ZWANENBURG. White
 125 Cottage MARGARET ROSE. Yellow and red
 125 Cottage SMILING QUEEN. Pint

Pink

125 Dbl. Peony NIZZA. Yellow

125 RED EMPEROR Tulips

75 HYACINTHS, Mixed Colors

50 YELLOW TRUMPET DAFFO-DILS

250 CROCUS, Mixed colors

Value \$52 50 YOUR COST \$47.50 (including display case)

Suggested retail selling prices: TULIPS 10 for 90c; HYACINTHS & DAFFODILS 10 for \$1.70; CROCUS & GRAPE HYACINTHS 10 for 30c



... Once Again, STASSEN Sets the Pace and Brings You

# "VISU-PAK"

... The Modern Bulb Package with BUY APPEAL

After much research and testing, Stassen has developed the VISU-PAK. This practical and attractive bulb package, which hides nothing, clearly shows the size and quality of the bulbs.

### VISU-PAKS SELL MORE BULBS FOR YOU!

The wide selection of the most sought-after varieties, with just the right number of bulbs per package, invites many additional sales.

### VISU-PAKS ARE ECONOMICAL—SAVE YOU MONEY!

Makes complete self-service possible. No loss of time in counting, wrapping, and labeling bulbs.

### VISU-PAKS ARE PRACTICAL!

No storage problem, as the air-holes in bags keep the bulbs in best condition. Fewer customer questions to answer, for planting instructions are printed on each package. Easy to handle, easy to display, VISU-PAKS take up less space.

These reasonably priced VISU-PAKS allow high mark-ups, honest profits. Delivery f.o.b. Roslyn Heights, N. Y. Suggested selling price per VISU-PAK-Double your cost price.

### TULIPS. Selected 11/12 cm.

10 AMERICAN FLAG. Red and white.

\*10 ARISTOCRAT. Rose.

- 10 CHAPPAQUA. (Cottage.) Pink.
- \*10 CLARA BUTT. Salmon-pink.
- 10 DORRIS OVERALL. Petunia-violet.
- \*10 DUKE OF WELLINGTON. White.
- 10 ECLIPSE. Blood-red.
- \*10 FLAMING BEAUTY. (Cottage.) Yellow and red.
- \*10 GOLDEN HARVEST. (Cottage.) Yellow.
- \*10 INSURPASSABLE. Lavender.
- 10 LADY HILLINGDON. Orange.
- 10 LA TULIPE NOIRE. Black.
- \*10 MONTGOMERY. White and red.
- 10 MRS. JOHN SCHEEPERS. (Cottage.) Yellow.
- 10 NEW ORLEANS. Wine-red.
- 10 PRINCESS ELIZABETH. Bright pink.
- \*10 QUEEN OF THE NIGHT. Black.
- \*10 RED PITT. Bright red.
- \*10 SCARLET LEADER. Scarlet.
- 10 SUNKIST. Yellow.
- 10 THE PEACH. Pink
- 10 ZWANENBURG. White.
- \*10 RAINBOW MIXTURE.
- \* 6 RED EMPEROR TULIPS.
  - 6 PEACOCK TULIPS.
  - 6 CANDYSTICK TULIPS (Clusiana).

### TULIPS. Selected 11/12 cm.

- No. of bulbs per Pak 10 Parrot, BLACK PARROT. Black.
- 10 Parrot, BLUE PARROT. Heliotrope-blue.
- \*10 Parrot, FANTASY. Pink.
- 10 Parrot, FIREBIRD. Red. \*10 Parrot, SUNSHINE. Yellow.
- 10 Double Peony, EROS. Old-rose
- 10 Double Peony, MOUNT TACOMA. White.
- \*10 Double Peony, NIZZA. Yellow and red.
- \*10 Double Peony, ROCKET. Red.

### HYACINTHS. Garden Size 15/16 cm.

- \* 5 SNOW-WHITE,
- \* 5 SOFT PINK.
- \* 5 CLEAR BLUE
- 5 MIXED COLORS

### **DAFFODILS-NARCISSUS.** Double Nosed

- 6 CHEERFULNESS. Double white.
- 6 DEANNA DURBIN. Red-cup.
- 6 GERANIUM. Bouquet-flowered white.
- \* 6 KING ALFRED. Yellow trumpet.
  - 6 MOUNT HOOD. White trumpet. 6 MRS. R. O. BACKHOUSE. Pink Daffodil.
- 6 MUSIC HALL. Bicolor trumpet.
- 6 SCARLET ELEGANS. Red-cup.
- \*25 CROCUS, Mixed Colors

### 10 PAKS of any ONE \$5.00

10	Paks	100
10 CROCUS, BLUE	\$2.25	\$20.00
10 CROCUS, STRIPED	2.25	20.00
10 CROCUS, WHITE	2.25	20.00
10 CROCUS, YELLOW	2.25	20.00
25 CHIONODOXA	3.50	32.50
25 BLUE GRAPE HYACINTHS	3.50	32.50
25 SCILLA SIBIRICA	3.50	32.50
20 SNOWDROPS	3.50	32.50

### 100 PAKS for \$47.50

### \*LOW COST STOCK ORDER OF VISU-PAKS 10 Paks each of the 21 varieties marked\*

210 PAKS FOR ONLY \$97.50 (Value \$110)  $\frac{1}{2}$  order 105 Paks for only \$50.00 (Value \$55.00)

25 GOLDEN TRUMPET DAFFODILS	10 bags	100
in mesh bags with colored tags	\$9.00	\$80.00
25 DAFFODILS-NARCISSUS Mixed		,
in mesh bags with colored tags	0 50	70.00

STASSEN FLORAL GARDENS, Inc., ROSLYN HEIGHTS, N.Y.